

Inventors Society of South Florida

Inventare Maximus

July 2004

Inventors Society of South Florida, PO Box 244306, Boynton Beach, FL 33424-4306

August Meeting at Broward County Main Library

Please mark your calendars for **August 7, 2004**, and make note that our General Meeting will be at the Broward County Main Library located at 100 South Andrews Avenue, in Fort Lauderdale, beginning promptly at 1:30 p.m. **There will be NO Meeting at Ligi Tool & Engineering in August!**

Eileen Fischlschweiger, the Patent and Trademark Depository Library Representative at the Broward County Main Library, will be our special guest speaker and will discuss new strategies for conducting a patent search at the library. Her presentation is entitled: "Searching a New Invention at a Patent and Trademark Depository Library: The New Seven-Step Strategy."

The presentation will be held in the Bienes Center's Ceremonial Room on the 6th floor of the Broward County Main Library from 1:30 - 3:00 p.m. For directions to the library, visit our website, www.inventorssociety.net, or contact the library directly at (954) 357-7439.

Once again, please note that there will be NO Meeting at Ligi Tool & Engineering in August!

11 Common but Incredibly Costly Web Site Marketing Mistakes

Craig Garber Craig@kingofcopy.com 954-723-0677

There *are* some *basic rules* to choosing profitable domain names that make your site much more alluring to your customers, and wind up producing hefty bank balances for you.

First, try and stick to the same basics you should already be using when you're creating headlines for all the *other* marketing pieces you're using, whether it's direct mail, a display ad, a press release, or a web page. Among those basics, of course, are:

- Showing your prospects your very big (and if possible, your strongest) benefit (like "dirtcheapinsurance.com")
- *Bonding* as much as possible with your prospects (not "builders.com", but "newyorkcontracting.com")
- *Niche yourself* instead of being a generalist (not "dogbreeding.com", but "germanshepherdbreeding.com")
- And... *Don't* make your domain name too complicated! Straight and to-the-point works best in every situation, no matter how "sophisticated" your prospects or your goods and services are. As an example, "bracesforyourkids.com" is a lot more effective than "pediatricorthodontists.com"

However, *unlike* "traditional" headlines, there *are* some *specific* common-sense rules for web site marketing, you'll want to stick to. These are guidelines that will dramatically increase the amount of money you'll be making, and... equally important... *reduce* the amount of money you'll be *losing* from people who either never make it on to your site in the first place, or... who walk-away from it prematurely

By following these formulas, your web site will be:

- ✓ One, a site people will be attracted to and want to visit... many times over!
- ✓ Two, a site that will make you money... day-in-and-day-out!
- ✓ Three, something you can be proud of and constantly improving.

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Microsoft Small Business Issues

Visit www.microsoft.com/small_business/issues for many useful articles about:

- Advertising & Branding
- Customer Service & Acquisition
- Holiday Marketing
- Market Research
- Online Marketing
- Privacy & Spam ❖

Mission Statement

To provide a forum that fosters creativity, freethinking and education that will help further our members' innovations.



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Most important: The impact of changing each of these moving pieces is measurable! Meaning, you can *test* the profitability of each of these items, separately... and tweak your variables as you see fit, to figure out what's the most profitable arrangement for your site.

Here are some web site basics you'll want to stick to, and costly web site marketing mistakes you'll want to avoid:

1. Keep Your Domain Name Short... And Sweet! No one wants to spend *any more time* doing something than they need to.
2. Keep Your Sales Messages Simple -- *Really* Simple! Remember, no one ever lost a sale because they communicated *too clearly*. Plus, your prospects don't care how "smart" *you* are, all they care about is getting what *they* want!
3. Only Use Your "Dot Com" Extension... As Your *Main* Web Site! It's the extension you're *most likely* to enter after you type in the name of a site. And since you're a smart marketer looking to play *along* with the odds that are already in your *favor*... it's the only extension you'll want for your web site.
4. Use Lower-Case Letters Only! To make it, you've got to be in the "making life easy" for your prospects business -- and that means "easy" in *every* aspect of working with you, from typing in your domain name to placing an order, and everything in-between, so don't be using anything *other than* lower case letters.
5. To The Extent That You Can, Make Your Domain Name As Easy As Possible To Type Out On Your Keyboard! If you have a choice, go with the choice that's easier to type in, between 2 choices that are *otherwise* equal. Another typing issue that causes problems, is when you have to type 2 identical letters next to each other, like when the last letter of one word in your domain name, is the same as the first letter of the next word in your domain name, like www.allabouttrees.com.
6. Make Sure Your Domain Name... Is Relevant To Your Business! If you are a landscaper, don't call yourself ilovetrees.com, call yourself www.lushgreenlawns.com.

Well, that wraps it up for now. But stick around -- you most definitely do not want to miss the remaining 5 most costly web site mistakes in the second part of this article! ❖

Why aren't you selling *nearly* as much as you think you should be? 99 times out of a hundred... it's your sales copy or your marketing approach. Craig Garber is a direct-response copywriter and a direct-marketing consultant whose marketing methods dramatically improve the situation you're in right now. You'll find all sorts of goodies, along with a FREE tip of the week for you on his website, www.kingofcopy.com. Copyright © 2004 Craig Garber. All rights reserved.

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The Better Mousetrap People

Visit **The Better Mousetrap People** online and bookmark their newsletter archives (<http://www.thetrap.com/consulting/Archive.asp>) for numerous articles in the following categories: industrial design, offshore production, visual communication, product positioning and strategic marketing. A great educational resource! ❖

Patent Value Predictor

Would you like to determine the value of your patent? Patent Value Predictor is the proprietary, Automated On Demand service where you specify a patent and then receive the model's estimation of the *VALUE OF* the patent, and the *SIZE OF THE MARKET* (in sales per year) protected by the patent.

The Patent Value Predictor Model is based on the business assumption that a substantial fraction of Gross Domestic Product (GDP) is covered by all patents, and then estimating the fraction of the GDP covered by each patent using sophisticated data analysis and additional modeling based upon macro economic data and financial data.

The PatentValuePredictor reports are priced at ***an affordable \$100.00 per patent report*** - an incredibly valuable and cost effective investment to help establishing a fast, independent baseline patent value for licensing negotiations or estimating portfolio acquisition value. Input your patent number and obtain a report at http://patentsearch.patentcafe.com/patentvalue_about.asp. ❖

Patent Research Tool

PatentCafe's ICO Patent Search is the industry's first 6-Sigma targeted patent data quality database combined with the most advanced Latent Semantic Analysis multiple language search technology. Referred to as the industry's Gold Standard, ICO-Global Patent Search succeeds in producing incredibly reliable, most highly relevant prior art search results. The legal, financial and business benefits are immense, providing for intelligent budgeting, more informed legal and business decisions, and significant savings that can quickly reach into the \$10s or \$100s of thousands.

Claim searching is an important, industry-first feature of PatentCafe's advanced search technology. Claim searching transcends the narrow limitations of classification or keyword searching. The concept of the patent as expressed by the claims describes the invention. Quickly identify prior art that reads on the patent claims (or proposed claims of an application).

ICO-GPS is the **only** patent research tool that delivers these important functions:

- **Relevancy Ranked Results** - intelligently analyses and lists most relevant patents first.
- **Claims Search** - uses the complete claims text as the search query.
- **Latent Semantic Analysis Search Engine** - most advanced linguistics concept searching.
- **Search Thesaurus** - generates vernacular / typical key words for every technology.
- **6-Sigma Targeted Data Quality** - extremely accurate & reliable patent database.
- **One of World's Largest Patent Collections** - single query searchable across collections.
- **Flexible Search Results Export** - individual patent or bulk data export in CSV or XML.

A seven-day, single user licensing period costs \$100; annual membership costs \$2750. ICO Suite lets you also record: billable time, allocated patent costs, and a record of all of search queries, personal notes and search activities. ❖

How-To Computer Guides

For inventors who use computers, find how-to guides to fix computer problems and improve performance at www.basichardware.com/how_tos.html. This web site also discusses tweaking hardware and software. ❖

Membership

The Inventors Society of South Florida membership application form is available online at <http://www.inventorssociety.net/appform.pdf>.

Members are entitled to all that is offered by the ISSF: events, meetings, contests, prizes, awards, nominations, and networking. Members also benefit from a monthly newsletter, full of important information, tips, publications, internet sites and outside expositions.

Membership is the primary source of funds to the ISSF, without which, it is difficult if not impossible to hold meetings, send newsletters, hold special events, and maintain an Internet presence.

During each General Meeting in Deerfield Beach, time permitting, a panel of experts will address questions pertaining to patenting, prototyping, and commercializing. This panel was formed to assist members in taking it to the next step in the inventing process. The panel may include:

Alvin Blum, Registered Patent Agent
John Fulton, Patent Attorney
Freddy Lee, Prototyping Expert
Bob Levy, Product Designer
Howard and Paula Silken, Commercialization Experts ❖



Newsletter Submissions

If you have something you'd like to see in the newsletter, please discuss with or send it to cever@earthlink.net. If it is something that has to be copied, please send the original or a high quality copy. If you need the original document returned, please note this in the submission package.

Please remember that the newsletter is black print only. Submissions that have color (especially over text, i.e. words in a colored box) may not be usable. Try to keep submissions simple and basic. ❖

ISSF Member Meetings

The General Meeting of the ISSF is at 1:30 pm on the **first** Saturday of each month at:

Ligi Tool & Engineering, Inc.
3220 SW 15th St
Deerfield Beach, FL 33442
877-523-6693
www.ligitool.com

From the Florida Turnpike Exit at Sample Rd, Exit 69; turn right on Sample Rd (East); left on Powerline Rd; and right on SW 15th St (pass the first stoplight on Powerline Rd, look for two cement towers and the **Enterprise Center** sign).

From I-95 Southbound Exit at SW 10th St, Exit 40; turn right on SW 10th St (West); left on Powerline Road; left on SW 15th St (look for two cement towers and the **Enterprise Center** sign).

From I-95 Northbound: Exit at Sample Rd; turn left on Sample Rd (West); right on Powerline Rd; and right on SW 15th St (pass the first stoplight on Powerline Rd, look for two cement towers and the **Enterprise Center** sign).

Contact
Howard Silken 561-496-1140
silkhandp@aol.com



The General Meeting is located at

Ligi Tool

President's Corner



I thank **Freddy Lee** for a surprise presentation about the **Best of the Quest 2004** contest by **Dial Corporation**. Freddy had a unique opportunity to present a repackaged idea from 1991 to executives of the Dial Corporation. From 1000 entrants, the field was narrowed to 300, then 64 and then 10, of which Freddy was one. Each of the ten finalists was flown to Arizona and was given an opportunity for a licensing agreement if they were not a winner in the contest. During his presentation, Freddy:

- Enlightened us with his efforts to succeed in this endeavor, working long days and long nights.
- Told about making his professional product video, product photographs and display at the event.
- Showed us his prototypes and told how he created them from common, inexpensive store items from local stores.
- Explained that the multiple use of the invention appealed to Dial executives.
- Mentioned how he impressed the product development team at Dial with his ingenuity.
- Spoke with satisfaction about receiving recognition, contacts and media coverage from his participation.

Great thanks also to **Alvin Blum** for his presentation on "**Inventing to Manufacture.**" Some key points for inventors:

- The patent disclosure must enable without being limiting and should explain at least two ways of doing whatever it does. He gave the example of an electrical circuit (enabling) without citing the specific arrangement (limiting) of the components.
- Obtain a contractual agreement with anyone who has input to your invention, so they, you and the world are always clear who holds the patent rights down the road.
- Don't limit the language of the patent to how the prototype was made.
- Review patents for similar products to get a feel for the language.
- Read the book "Patent It Yourself" by Dave Patterson, now.
- During the design phase, look at cost, materials, number of parts, etc.
 - Handicap shops offer inexpensive services and piece rates
 - Metal stamping and wire are inexpensive
 - You have weight considerations if product is mailed or shipped (iron is nearly 8 times the weight of water; aluminum 2.7 and plastic 0.9-1.2)
 - Consider material costs (plastic is \$0.50-\$1.25/lb; aluminum \$3/lb)
 - Determine the material characteristics required for intended use and environment (strength, deterioration in light, solvent exposure, etc.)
- When you send the PPA paperwork to the USPTO, include a stamped, self-addressed post card describing the contents submitted to the USPTO. It is proof that they received your paperwork.

Inventions do not sell themselves. Putting an idea on paper and making a cardboard prototype are only a beginning of the journey to successfully marketing your invention. From today's presenters we can see that the invention-to-market process requires many hats....inventor, marketer, prototype-maker, patent writer, materials evaluator, artist, writer. None of us will handle all of these roles because it is overwhelming.

Marketing alone has too many avenues for anyone but a professional to navigate effectively. Ditto with legal matters. Sure we can do the research, educate ourselves and save time and money along the way. That is why the Inventors Society of South Florida is here...to help you along the way.

Help us help you – and be at the next meeting!

(Cathy for...) Bob "leave it to" Levy



News from Cathy's Desk

I thank **Craig Garber** for offering marketing information about web sites to the membership, many of whom have marketing web sites promoting their inventions. Members, please let me know how your web sites compare with Craig's insights.

In researching for this newsletter, I found a web site list for dozens of patented ideas seeking markets, and I thought "I hope none of the ISSF inventors ends up here." I wondered how I could make a difference, so this month I am offering tools and resources to help inventors evaluate their invention and stay focused on marketing goals. Since one patent can cost \$8-15K over its life, why not gain reasonable assurance that your investment is viable and your time well spent. Invest a few hundred dollars in the early stages of your invention-to-patent-to-market adventure, so you don't appear on the hopeful list. ❖

Inventors' Resource Guide

The **2004-2005 Inventors' Resource Guide** (6th Edition) is rapidly approaching publication. The UIA is looking for service providers that provide valuable services to inventors. To learn how you can be listed in this widely circulated publication, contact Pat at 607-565-3696.

The next edition of the Resource Guide has a targeted goal of being published and ready for distribution by summer's end, or in time for National Inventor's Month®. ❖

Evaluating the Commercial Potential of Your Invention

UIAUSA uses the most recent version of the *PIES (Preliminary Innovation Evaluation System)* format, currently in its tenth edition (implemented in August 2001). The *PIES* format is a comprehensive, structured evaluation system consisting of 44 criteria that are used to evaluate the commercial potential of your idea or invention and to provide you with a risk profile of your project. These criteria are based on years of research and new product experience, and provide you with insights into the risks that you face.

In addition, the evaluation can be helpful in developing the strategy you will need to employ to reach the marketplace. Former clients frequently describe their evaluation reports as an essential tool for future planning. Your evaluation report will help you focus your efforts and guide you in resolving areas of concern. The evaluation advises you of the strengths and weaknesses of your idea or invention, as well as the market-related risks that you face.

Contact UIAUSA to request your innovation assessment. The cost is \$275 and the information is invaluable! Visit www.uiausa.org/UIAIAP.htm, email UIAUSA@aol.com, or call 585-359-9310 for more information. ❖

Dr. Rietsema's Checklist for Inventors

Visit www.uiausa.org and scroll down the page to "How the Smart Inventor Does It", a ten-part book written by **Dr. and Mrs. R.A. Rietsema**. Click the icon to the left of the book title. In the next window, click Part 10 to open the PDF containing the checklist. Now scroll down three pages to page 183 and the checklist; it ends on page 198.

Dr. Rietsema held the opinion that inventors should at all times be able to check whether they are still on the right track and nothing is forgotten. Thus, he has given us the checklist comprised of 30 questions. As long as the answer is yes, the inventor knows he/she is on track. Many questions include discussion. Additionally, the book discusses planning before inventing, planning after inventing and management of inventions. ❖

ISSF Speakers in Miami

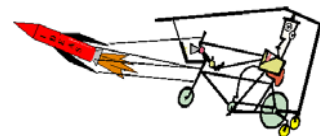
When the ISSF offers a second speaker, it is at 1:00 pm on the **third** Saturday of each month at:

N. Miami Beach Public Library
1601 NE 164th St
North Miami Beach, FL

From I-95 Northbound: Exit at NW 167th St, Exit 17, turn right on NW 167th St (East); Pass 163rd Street Mall and turn left on NE 16th Ave one block to NE 164th St. The library is straight ahead through the stoplight.

From I-95 Southbound: Exit at Miami Gardens Dr (N.E. 183rd St); Straight through stoplight onto NE 6th Ave; left on NE 167th St (East); Pass 163rd Street Mall and turn left on NE 16 Ave one block to NE 164th St. The library is straight ahead through stoplight.

Contact: Bob Levy at 305-893-5989 or 305-205-2884 cell or email boblevy@bellsouth.net ❖



Great IP Web Site

Have you ever wondered what is "intellectual property" or what relevance it could possibly have to the creation or success of a small or medium-sized enterprise (SME)? If yes, then you have come to the right place.

Here, they take a close look at intellectual property (IP) from the perspective of SMEs and analyze the possibilities offered by the IP system for improving their performance and competitiveness.

The web site also offers details on the activities of WIPO's SMEs Division and provides information of interest to SME support institutions.

Sign up for their monthly e-newsletter at <http://www.wipo.int/sme/en/index.html>.

Check out the list of international best practices for assisting SMEs to use the IP system, and the compilation of documents on IP valuation. ❖

Online Filing Cabinet

Check out OnFolio, a web search information manager available as a 30-day trial. You can sort and save links, pages, and snippets, charts and images. The program allows you to store comments, flags, personal notes and annotations. You can also identify the author, source location, capture date and copyright information. Find ContentSaver Pro at www.onfolio.com. ❖

View Tax Exempt Filings

Check out www.guidestar.org, the national database of nonprofit organizations to view filings of tax-exempt organizations. ❖

StartupJournal

Visit www.startupjournal.com/ for feature articles, discussions, interactive quizzes and question submissions. For example, a recent article, "Look for Unique Ways to Drive New Business" by Joe Connolly, tells the reader to:

- Stay focused on what you do best.
- Differentiate your business (or product) from others.

Be sure to look through their list of Q&A for subjects including:

- How to Get Publicity for Your New Business
- A Business Plan Helps to Define Your Dreams
- Marketing Can Be Done Without Spending A Lot
- How a Small Business Can Find a Good Lawyer
- Researching Your Market on a Shoestring Budget ❖

Venture Capital Firm List

Visit <http://www.startupjournal.com/partners/kennedy.html> to identify the venture capital firms most likely to fund your business plan or recommend you to one of their hot portfolio companies. Cost is \$1 per contact for the first 100 and \$0.25 thereafter. ❖

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The book "I Have an Idea For an Invention! What do I Do Now?" by Howard & Paula Silken, illustrated by Robert Levy (ISBN 0-9724422-0-0) is available for a \$20.00 tax deductible donation. The donation goes to the ISSF education fund. The book can be purchased at Barnes & Noble for \$24.95, plus tax. ❖

WIPO and ITC Publish Guide on Intellectual Property for Exporters

"Secrets of Intellectual Property: a Guide for Small and Medium-Sized Exporters" provides practical guidance on how to deal with some of the most common intellectual property (IP) issues encountered by exporters. This user-friendly guide is written in the form of questions and answers, and contains a large number of references for further reading. It provides an international business perspective on a wide range of key intellectual property issues for exporters.

The guide is currently available in English and may be ordered online from WIPO's website at www.wipo.int/ebookshop/ or from ITC's website at www.intracen.org/eshop/. Additional language versions will be available in the near future. ❖

A Message from PatentCafe's CEO, Andy Gibbs

Please take a few minutes to read this overview of the PatentCafe intellectual property network to help you maximize the benefits of your time online.

I'd like to personally welcome you to the worldwide community of thousands of who receive PatentCafe's IPFrontLine™, the free weekly newsletter that covers invention, business, technology, patent and trademark news, and intellectual property law.

With the 6 Websites in our network, you have more patent, trademark, copyright and intellectual property resources than anywhere on the planet -- almost 6,000 pages.

- PATENTCAFE.COM <http://www.PatentCafe.com> - Where our Intellectual Property Network started back in 1996. From patent attorney to inventor, you find your starting point to the world of intellectual property resources on our home page. In here you will find the World IP Directory at <http://www.patentcafe.com/directory/directory.asp> with 1,000s of references and service providers in our "Yahoo!@" type directory. [IP products or services providers may submit a site for review for listing.]
- IP BOOK STORE <http://www.IPBookStore.com> - This Web store has just about everything you need to help with invention development. From the invention starter kits, to books, patenting software, editable US Patent Office forms, and MORE! Some of the best prices you'll find anywhere.
- PATENTCAFE MAGAZINE <http://www.CafeZine.com> - Industry-leading online intellectual property magazine with 100s of hard-hitting articles covering important topics including world patent issues, tech transfer, IP law, invention marketing - all from industry experts and legal editors. To save you time, we'll link to the best articles and IP news each week, directly from our newsletter. To order the newsletter click My Magazine in the menu bar.
- KID INVENTORS <http://Kids.PatentCafe.com> - Don't let the "kids" orientation fool you. Our Invention Engine is the most sophisticated interactive invention development program for "kids" from 6 to 60! The Invention Engine was developed by professors as the Sid Craig School of Business as Fresno State, CA. The Kids' site also includes invention curricula that meet National Education Standards, solid invention competition and learning resources, and a full line of hands-on project kits ranging from robots, to electronics, to life and physical science projects. An INCREDIBLE resource for teachers and parents.
- INVENTION COMMUNITY BOARDS <http://www.CafeForums.com> - Inventors can post questions - and get expert answers. It's one of the most active inventor forums on the internet - and it's free.
- PATENT SEARCH ENGINE <http://www.IPSearchEngine.com> - Our patent and trademark search engine is 100% pure power. Perform your patent prior art search online by searching through more than 100,000,000 patents and non-patent references and trademarks. The most prior art data in one place.

CONTACT US! We're here to help - inventors, media members, IP professionals, book store customers and educators. Also, customer service and support: <mailto:support@patentcafe.com>. Research help for the media: <mailto:editor@patentcafe.com>. Other "contact-us" options: <http://www.patentcafe.com/corp/includes/tier2.asp?id=9>.

NOTICE: PatentCafe.com, Inc. is not an invention promotion, invention submission, or legal services company. They do not render legal advice, nor do they render invention development services. Please do not send them confidential invention information. ❖



Oklahoma Inventor's Assistance Service

Visit <http://techweb.ceat.okstate.edu/ias/> and view the side bar list:

- How to Protect Yourself from Fraud
- Invention Evaluation Form
- Inventor's Flowchart
- Forms to Download or Print
- IAS Handouts include:
 - Keys to a Successful Logbook
 - How to License Your Product
 - Disclosure Document Program
 - Should I Copyright My Technical Drawings
 - What You Should Know before Your First Visit with Legal Counsel

The 'First Visit' is a great general article about what each side expects from the other, factors affecting cost, and how to reduce legal expenses.

Product Presentations

Visit www.promotionalpresentations.com/samples.htm for samples of:

- 3-D photo renderings
- Animation
- Sub-domain website
- Visual presentation
- Graphic design. ❖

Free Patent Information

Visit www.freepatentinfo.com for a series of articles spanning the invention process from the inventor's notebook to the patent application. ❖

Toy & Game Fair

The Chicago International Toy and Game Fair will be held Labor Day Weekend (Sep 4-6) on Chicago's landmark Navy Pier. Call 847-677-8277. Write to the Toy & Game Fair at 6842 N. Kilpatrick Avenue, Lincolnwood, IL 60712 for more information. Visit <http://www.chitag.com/> for information on exhibitors, hotels, and more. ❖

Compare Phone Rates

Visit www.phonedog.com to compare landline and mobile phone rates, and find the best deals. ❖

In his approach to inventing, Edison stated that he first found out what others knew about the subject and then started from there.

*LIGI Tool
&
Engineering
presents
Jose Gutman
Commercializing
Your Inventions
Through
Licensing*

1:30 pm July 3rd

Visit us at:

InventorsSociety.net

For any comments about the content of this newsletter email cever@earthlink.net. Please tell us how the newsletter and web site have helped you.

Parts Source

Cathy VerSchneider cever@earthlink.net

Use the **McMaster-Carr** catalog (<http://www.mcmaster.com/>) to search through 410,000 parts (with 98% shipped from stock) that may be useful in your invention and are used to maintain and repair equipment in plants and facilities. For example, I looked up Binding Barrels with Screws. The list included five material categories and a total of 27 part numbers with descriptions. The general categories for your search include:

- Pipe, Tubing, Hose and Fittings
- Pumping, Vibrating and Filtering
- Process Control and Instrumentation
- Plumbing and Janitorial
- Heating, Air Conditioning and Ventilating
- Machining and Clamping
- Fabricating, Cutting and Sawing
- Fastening and Sealing
- Raw Materials and Springs
- Material Handling ❖

Email Marketing and the Alternatives

Joanna L. Krotz writes about small-business marketing and management issues, and runs Muse2Muse Productions, a New York-based content strategy and editorial services firm. She writes content for the online marketing page of Microsoft's Small Business Center. One of her articles states that "e-mail marketing remains such an affordable and potentially cost-effective channel that it's foolish to let the whole thing slide. If you need convincing, check out these alternatives:

- **Direct mail:** 1% to 2% response rates from purchased lists.
- **Telemarketing:** Outbound calls are being met with ballooning customer resistance. Increasingly, telemarketing is being tied to online programs.
- **Banner ads:** Click-through rates (CTR) have slid to less than 1%.

By contrast, permission-based e-mails average a 3.2% CTR, according to *eMarketer*, a New York e-business research group. Internal customer lists often result in 10% to 20% response rates and sometimes run as high as 40%." ❖

Inventare Maximus
July 2004

To receive the newsletter via email, send your email address to fruton@malloylaw.com. For those without email, hard copy of the newsletter will be mailed through USPS.

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